

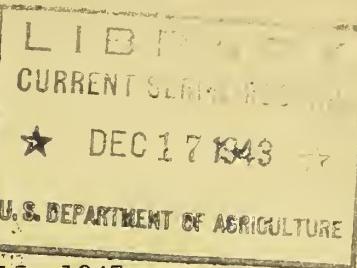
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UNITED STATES DEPARTMENT OF AGRICULTURE  
FOOD DISTRIBUTION ADMINISTRATION  
Washington, D. C.



March 15, 1943

FRUIT AND VEGETABLE BRANCH MEMORANDUM NO. 3

Organization of the Marketing Program Divisions

The present functions of the Fruit and Vegetable Branch, outlined in Fruit and Vegetable Branch Memorandum No. 1, have been expanded greatly compared with the responsibilities assigned to the Branch prior to Director's Memorandum No. 2, dated January 13, 1943. The principal increase in our duties, of course, has grown out of the war emergency.

We are now charged with the responsibility for taking all feasible measures to facilitate operations of the processing and distributing functions in the fruit and vegetable industry for the duration—in a period when costs will be higher; facilities not sufficient to do the job, manpower inadequate, and Government and civilian demands for food exceeding the quantities which the industry probably can produce. We must carry out to the best of our ability the responsibility for the development and administration of programs and food orders to achieve the desired production and most efficient distribution of available supplies of fruits and vegetables under these difficult conditions.

These marketing program activities will be carried out by several Divisions established for these purposes. The nucleus of each new Division has been drawn largely from our previous Market Programs Division which has developed and administered the marketing-agreement, diversion, and procurement programs.

The new divisional groups are the Processed Marketing Division, the Fresh Marketing Division, the Procurement Control Section, and the Program Policy Division. The work of each group is closely related to that of the other groups and no group can operate effectively without the full cooperation of the others.

For example, there can be no clear-cut line segregating the work of the Fresh Marketing Division and the Processed Marketing Division dealing with a particular commodity, since the ramifications of a commodity marketing program frequently include some part of the work of these two Divisions. Price-support programs for vegetables for processing require some direct investigation and consideration by the Processed Marketing Division of problems relating to grower prices and to the harvesting and marketing of fresh vegetables for processing. On the other hand, programs developed by the Fresh Marketing Division for commodities which are utilized in processing in addition to the fresh market involve consideration of the processing outlet as well. A potato diversion program, which may require the diversion of

potatoes into starch, will necessitate some direct investigation of potato starch manufacturing by the Fresh Marketing Division. The operation of any given program in one or the other of these Divisions will be determined by the fresh or, alternatively, the processed nature of the product for which that program is to be developed.

The Division Head is given full and complete responsibility for the development and administration of all programs and operational activities assigned to the Division, subject to the direction of the Chief of the Branch. Each Division will have a staff of commodity specialists and economists for the purpose of developing smooth-running, competent operating groups adequately handling particular phases of the divisional commodity field. This field includes, of course, administration of orders, handling of priority and materials applications, and procurement activities.

The Procurement Control Section will perform the liaison work between the Branch and the Transportation and Warehousing Branch, Administrative Services Branch, and Requirements and Allocations Control. The liaison representative in charge of the Procurement Control Section will work with the Division Heads or their designated representatives in allocating purchases of fruit and vegetable commodities among Lend-Lease and other FDA supply programs and is authorized to speak for the Chief in directing the allocations of such commodities for the Branch. All commitments to any of the Missions or agencies regarding supplies of fruit and vegetable commodities, therefore, must be cleared through the Head of the Procurement Control Section. The liaison representative is given full authority to (1) state and interpret requirements for the Branch, (2) transmit all commitments for FDA supply programs, and (3) recommend to the Chief procurement policies of the Branch to meet FDA supply programs. This Section is given the responsibility of continuously reviewing procurement operations to meet FDA needs for fruit and vegetable commodities. It, furthermore, will provide the service needed by the Divisions in handling purchase contracts and maintaining the procurement records and will make reports needed by the Branch in conducting its procurement activities.

The operational activities of the Program Policy Division include the development and establishment of Branch recommendations of (1) allocations of supplies of fruit and vegetable commodities among military, Lend-Lease, other governmental, and civilian uses and (2) rationing and price ceiling plans for these commodities. In addition, it will plan, develop, and execute distribution efficiency programs and will prepare recommendations for the most efficient utilization of supplies of fresh and processed fruits and vegetables. This Division will not participate in the development or operation of the programs assigned to the Fresh and Processed Marketing Divisions; rather, in addition to the above operational activities, it has the responsibility of planning and recommending to the Chief of the Branch proposals, on the basis of research studies, for marketing activities to enable the

Branch to lead in the field of distribution of fruits and vegetables. This Division contains a Statistical Section to compile and maintain current information on the available supplies, processing, and distribution of fruit and vegetable commodities for the benefit of all the Divisions in the Branch.

The present assignments of personnel engaged in marketing program activities are as follows:

Procurement Control Section

James Poole, Chief	V. A. Cummings
F. N. Andary	M. K. Galli
D. Harrington	N. V. Griffin
	G. L. Horan
N. B. Pingree	A. R. Schweitzer
M. V. Powers	R. B. Singer
	DeA. Wheeless
	E. G. Snyder

Fresh Marketing Division

Carl G. Wooster, Chief	H. C. F. Dixon
J. H. Bryce	M. I. Dixon
R. P. Callaway	G. C. Gibson
J. P. Capus	H. E. Juinger
A. C. Cook	M. F. Langworthy
J. W. Gannaway	E. S. Mallory
H. G. Hamilton	A. F. Patrick
D. W. Harrison	R. B. Upchurch
J. H. Heckman	
H. P. Henry	
A. E. Mercker	
P. A. Nicholson	
J. W. Park	
M. G. Young	

Processed Marketing Division

John E. Dodds, Chief	M. D. Bailey
W. Allmendinger	E. D. Bloom
R. H. Amenta	A. K. Blum
B. Armstrong	M. C. Casari
A. K. Baylow	E. M. Chester
R. F. Brandler	H. B. Cox
J. R. Bromell	G. E. Hughes
E. R. Browne	N. J. Jacobson
W. J. Chastain	O. K. Lathan

G. R. Eastman	M. P. Perkins
R. C. Evans	P. Renfrow
K. T. Farrell	L. M. Sharts
E. G. Grab	E. B. Sperling
E. M. Graham	A. I. Stienecker
M. Greene	M. J. Trimmer
R. S. Headley	E. M. Weiss
R. E. Heffernan	L. M. Whalen
J. I. Kross	V. L. Wilson
H. Lampkin	E. G. Witte
F. H. Lister	
H. M. Lum	
K. J. McCallister	
W. Meschter	
C. P. Sivertson	
T. S. Thornberg	
M. H. Watson	

Program Policy Division

Donald M. Rubel, Acting Chief	R. N. Baumann
C. R. Allender	A. M. Berger
H. P. Bettles	G. J. Bonneville
J. Foytik	J. M. Burnette
F. Mason	M. M. Cashdollar
D. F. McMillen	H. J. Derscheid
C. Pennock	F. H. Harding
F. A. Quitslund	A. H. Jeffery
E. E. Shaw	E. M. Klein
	B. Leonard
	I. McCauley
M. C. Crane	T. C. Muth
L. W. Tabor	L. R. Norgren
	G. E. Rost
	M. C. Smith
	M. C. Swanson
	L. J. Thayer
	W. D. Vance
	R. S. Wardlow
	L. V. Walsh